

## ***Chapter 7***

# ***Coordination***

*This chapter describes the specific coordination efforts that are needed to make sure that the Maryland National Road Corridor Partnership Plan works well with: the five other National Road States, with Maryland's Certified and Recognized Heritage Areas, with Maryland's Civil War Trail; with intersecting or parallel scenic byways; with greenways that intersect the route; with ongoing tourism marketing at a statewide and regional level; with Neighborhood Conservation Program projects in the corridor; and with local jurisdictions' planning and preservation efforts.*

## **The National Road Alliance**

Coordination between the six National Road states (Maryland, Pennsylvania, West Virginia, Ohio, Indiana and Illinois) occurs through the National Road Alliance. The Alliance meets quarterly and holds a biennial conference. Individual states have developed their own management plans and entities which vary from state to state in structure and function. The current activities of the National Road Alliance include:

- Historic Road conference (the next one is scheduled in Maryland on July 27-28, 2001 at Rocky Gap State Park);
- Coordination and submittal of All-American Road application inclusive of all six states (including upgrades of Illinois and Indiana from National Scenic Byway to All-American Road); and
- Coordination of route marking signs and logos.

## **Coordination of Interpretive Media**

A minimal amount of coordination of interpretive and wayside development is needed among the six states. Coordination does not mean that all portable media (brochures, guidebooks, etc.) and exhibits should look the same. Instead, the differences between each state should be celebrated and thought of as an advantage. The personality of each state's segment of the National Road should be reflected in both the marketing and interpretive elements developed for the Byway.

One critical coordination item is that of the description of the origins of the road. Descriptions of the route in other states needs to reflect both the federally funded route (Cumberland to Vandalia) and the system of pikes that connected the route from Cumberland to Baltimore. The agency partners will be responsible for coordinating interpretive media.

## **Coordination of Wayfinding and Route Marking**

It is the goal of the National Road Alliance to ultimately create a single identifying route marker for all six states that will be implemented upon designation as an All-American Road. For the short term, each state will use a similar shield shape and name (Historic National Road), with each state creating an individual logo. The logo should be used both to mark the route and to guide travelers to the route from the Interstate system. The agency partners will be responsible for coordinating the route marking system.



## Maryland Heritage Areas Program

Coordination with the four Maryland Heritage Areas (Cumberland, Civil War, Patapsco, and Baltimore City) will be accomplished through the participation of Heritage Area representatives on the Byway's Citizen Advisory Group (and vice versa). The following efforts have been accomplished:

- Recognition of the Maryland Historic National Road Scenic Byway as a gateway to the Baltimore City Heritage Area as part of the management plan; and
- Recognition of the corridor as an element in the Patapsco River Greenway Heritage Area.

Further coordination is needed for the Civil War Heritage Area and the Canal Place Heritage Area.

Future efforts to secure grants for enhancement projects and interpretive development will need to be coordinated to avoid duplication of efforts. This is particularly critical for the Civil War Heritage Area, which incorporates both a scenic byway (Route 15) and the Civil War Trail (three-state touring route). See discussions below for additional information about the coordination of these efforts. The Maryland Historical Trust and citizen members from jurisdictions with Heritage Areas will be responsible for coordinating these efforts.

## Maryland "Visitor Guideways" Project

The Maryland Department of Transportation along with the agencies involved in signing programs for Heritage Areas and Historical Sites, Visitor Attractions, Scenic Byways and Touring Routes, are beginning the process of developing a set of sign standards and an administering structure for Maryland called "Visitor Guideways."

Resolving the "demand for traffic signing for visitor sites, corridors and tours into a logical, hierarchical framework of travel routes" is the goal of the multi-agency effort. Critical to the success of the "Visitor Guideways" project is to provide for "comprehensive guidance and identification for Maryland's visitor assets while minimizing the number of signs."

This is particularly difficult problem for the Byway, especially where it overlaps with Maryland Heritage Areas and the Civil War Trail.

Once the MDOT "Visitor Guideways" effort is completed (CY 2001), funds should be pursued for route marking and wayfinding systems along the National Road corridor (Scenic Byway Program Fund FY2003, due June 2002). A preliminary identification of the route marking and wayfinding needs of the Byway are described starting on page 5-37. The Maryland Historical Trust representative and the State Highway Administration representative of the Partnership Development Team are currently involved in the "Visitor Guideway" project and will continue to coordinate these efforts after that plan's completion. The other agency partners, The Maryland Office of

### EXCERPT FROM MDOT PROPOSED SCOPE OF SERVICES FOR "VISITOR GUIDEWAYS"

*"The roads of Maryland are facing a fresh and increasing demand for traffic signing from Heritage Programs, Scenic Byways, Special Corridors, Historic Tours and Sites, and from Communities with Visitor Attractions. As a result, a single highway could conceivably be signed as four or five overlapping "tours" or visitor travel routes. Such signing overload would not only present an intolerable safety hazard to the motorist, but would be self-defeating. As more sites shout for attention with signs, fewer will be heard in the din. Moreover, visitor signs are often designed for their "look" first, without a realistic appreciation for the extremely limited attention which a passing motorist can give to a sign, or the absolute priority which must be given to traffic control devices. In the design process, there is usually little or no recognition of the body of Federal and State regulations and guidelines on signing which have evolved to promote traffic safety first."*

*-- Informing Design, Inc.  
Pittsburgh, Pennsylvania*



### **NATIONAL RECREATIONAL TRAILS PROGRAM:**

*This program funds the development of community-based, motorized, and non-motorized recreational trail projects. Administered by the Maryland State Highway Administration (MSHA), this program matches federal funds with local funds or in-kind contributions to implement trail projects. Projects can be sponsored by a county or municipal government, a private nonprofit agency, a community group or an individual (nongovernmental agencies must secure an appropriate government agency as a cosponsor).*

*Federal funds administered by the MSHA are available for up to 50% of the project cost, matched by at least 50% funding from the project sponsor. Matching funds must be committed and documented in the local jurisdiction's budget. Activities eligible for funding within this program include:*

- maintenance and restoration of existing recreational trails
- development and rehabilitation of trailside facilities and trail linkages
- purchase and lease of trail construction equipment
- construction of new trails
- acquisition of easements or property for recreational trails or recreational trail corridors
- operation of educational programs to promote safety and environmental protection relating to the use of recreational trails

– excerpt from the MSHA

Tourism Development, the Maryland Department of Natural Resources, and the Maryland Department of Planning are also represented.

### **Coordination with Intersecting or Parallel Scenic Byways**

Existing scenic byways that intersect or parallel the Maryland Historic National Road Scenic Byway are identified starting on page 4-25. The Maryland Scenic Byway Program recently formed a statewide Scenic Byway Advisory Committee. The purpose of the Scenic Byway Advisory Committee is to advise the State Highway Administration regarding the following issues:

- Designation and monitoring of byways, including de-designation (removing byway status);
- Assistance in establishing byway management entities and initiating corridor management plans;
- Coordination of Grant Applications for Scenic Byway Program Funds (and other similar types of funding sources); and
- Applying Context Sensitive Design approaches to Scenic Byways statewide.

Each of the agencies that are participating in the Maryland Historic National Road Partnership Development Team are on the Advisory Committee and will be responsible for coordinating with related byway efforts that affect the National Road corridor.

Several state-designated byways are in the process of forming management entities for the purpose of preparing and implementing corridor management plans. The Civil War Battlefields Scenic Byway has received funding from the Federal Highway Administration's Scenic Byway Program to prepare a corridor management plan. The Coal Heritage Tour Scenic Byway has also formed a group and is intending to apply for funding to prepare a corridor management plan. As each related byway begins the process of developing management strategies, someone from the Partnership Development Team and/or Citizen Advisory Group should take on the responsibility of participating in the Maryland Scenic Byway Advisory Committee.

Particular attention should be placed on implementing strategies with overlapping interests between the related byway and the Maryland Historic National Road Scenic Byway. These include preservation of shared views, wayfinding and interpretation at intersections, and mutual interests in context sensitive design for highways. Consideration should also be given to combined marketing efforts by making scenic loops out of otherwise linear touring routes.

### **Coordination with Greenways and Trails**

The existing and proposed greenways that cross the Byway corridor are identified on page 5-6. In the short-term, there is a need to establish trailheads for the Gwynns Falls Greenway in Baltimore





County/Baltimore City and to coordinate the location of a Water Trail pull-off on the Monocacy River Greenway in Frederick County.

Coordination is also needed to establish a Byway trail head and short linkage to the Meadow Mountain Trail in Garrett County (utilizing existing public lands - DNR) and to find a location and establish a Byway trailhead for the Allegheny Passage Trail. Citizen representatives from these jurisdictions will take responsibility for coordinating with individual recreational trails including initiating application for recreational trails funding (Sidebar, page 7-3).

## Ongoing Tourism Marketing and Promotion

The Maryland Office of Tourism Development has placed a high priority on marketing the statewide system of scenic byways and the Maryland Historic National Road Scenic Byway. The Maryland Office of Tourism Development and Maryland State Highway Administration received a grant from the Federal Highway Administration Scenic Byway Program for marketing scenic byways statewide, with a budget of \$550,000 dollars (20% of which is a MOTD provided match). The money will be allocated as follows:

- \$400,000 for ad placement and creative design;
- \$25,000 for trade shows;
- \$25,000 for consumer shows;
- \$5,000 for exhibit upgrades; and
- \$95,000 for website and interactive service.

A toll free number has already been established and calls are being taken at the OTD Call Center. The number is 1-877-MDBYWAY. Although the grant is for marketing the entire system of Maryland Scenic Byways, it is anticipated that some of the ad placement will prominently feature destinations along the Maryland Historic National Road Scenic Byway.

The development of additional portable media as an immediate follow-up of the Statewide marketing and promotion efforts for the Byway is highly recommended. Broad distribution of a brochure is planned as a follow-up to the highly successful Maryland Scenic Byway Guidebook and Map. MOTD is willing to produce and distribute the brochure, and provide matching funds.

At the same time, care must be taken to balance investments in promotion with investments in product. Coordination is needed to make sure that marketing efforts do not outpace product development and that coordination will occur through the future management entity of the Byway, discussed in Chapter 6. The actual name of this management entity will be determined in the future, but for purposes of discussion, it is referred to in this chapter as the "Maryland Historic National Road Partnership."

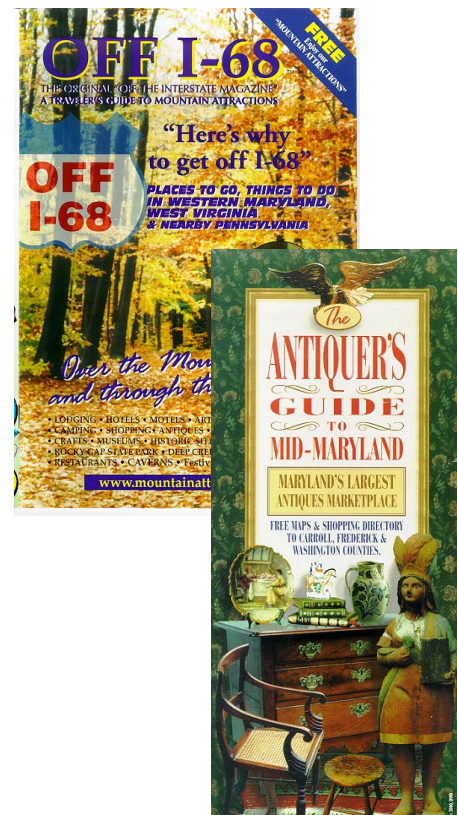
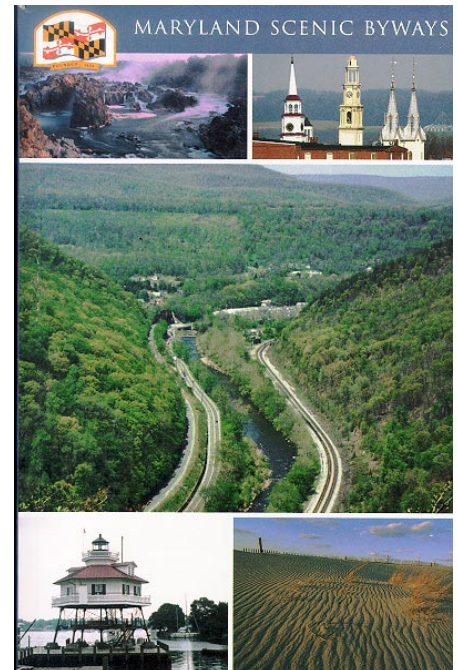


Figure 7-1 Existing marketing and promotion materials featuring the National Road corridor in Maryland.



There has been extensive interest in resurrecting “Pike Days” festivals and events. Traditionally these events have been held in May. The Maryland Historic National Road Partnership will be responsible for coordinating these events and making sure that they are published in all available tourism oriented publications.

Private groups have been promoting the National Road for many years through advertising brochures and circulars. “Off I-68,” for example, produces seasonal travel guides supported by advertising. “The Antiquer’s Guide to Mid-Maryland” included an illustrated article on the National Road. Inclusion of National Road stories and Byway features should be encouraged in these and other similar publications and facilitated by the Maryland Historic National Road Partnership.

### **Maryland Neighborhood Conservation Program**

The Maryland State Highway Administration's Smart Growth Programs offer opportunities for local jurisdictions and communities to participate in making Maryland a better place to live.

The Neighborhood Conservation/Urban Reconstruction programs were structured specifically by the MSHA to provide transportation projects that support economic revitalization and community conservation activities in State Designated Neighborhoods. Funding for this program, originally \$8 million, has nearly tripled. Working with local communities and other state agencies, priority is given to projects that can be integrated into other community revitalization efforts. A significant amount of Neighborhood Conservation Program projects have already taken place along the National Road corridor.

The Maryland Historic National Road Partnership will be responsible for monitoring these projects. Currently active projects provide an opportunity for incorporating interpretive elements associated with the town or neighborhood along the Byway. Such projects include:

- Catonsville/Paradise (MD 144, from Bishops Lane to the Baltimore City Line - currently in Concept Phase);
- Boonsboro (US 40 from W. Corp. Limits to E. Corporate limits - currently under construction);
- Hancock (MD 144, Phase II from Church St. to Timber Ridge Road - currently in the Design Phase);
- Hagerstown (US 40 from Walnut Street to Potomac Street, Phase II - currently in the Design Phase);
- Frostburg (US 40 Alternate from W. Corporate limits to Water St. - currently in the Design Phase);
- LaVale (US 40 Alternate - currently in the Concept Phase);
- New Market (MD 144 through Town - currently in the Concept Phase);
- Middletown (US 40 Alternate through Town - currently in the Design Phase); and
- Frederick ( MD 144 from Bentz St. to Jefferson St. - currently in the Design Phase).



Efforts should be made to incorporate Maryland Historic National Road Scenic Byway interpretive waysides into the designs of the projects where budgets have not been established and approved. Where budgets have been established, efforts should be made to utilize the state construction efforts as a match for the Wayside Development grant applications (FY2002 and FY2003) to the Scenic Byway Program Fund (FHWA).

### **Coordination with Capital Improvement Programs**

Ongoing transportation-related capital improvements to the National Road provide an important opportunity to achieve some of the recommendations for improving the appearance and safety of the road itself. For example, the City of Baltimore Capital Improvement Plan identifies three projects that are directly relevant to the National Road including reconstruction of Frederick Avenue from Fonthill to Bentalou in 2003 and a reconstruction of the Gwynns Falls Bridge.

As these projects are designed or implemented, efforts need to be made to enhance the appearance of the route over and above the more typical project. In addition, efforts need to be made to ensure that the design of the reconstruction projects utilize the flexible approaches to context sensitive design recommended in Chapter 5. It may also be possible to utilize these funds as part of a match for scenic byway program or enhancement funds to incorporate special details or other aesthetic treatments that may not otherwise be utilized.

### **Coordination with Nonprofit Organizations**

Throughout the corridor there are nonprofit organizations with responsibilities for implementing improvement projects along the National Road corridor. These organizations may have broader missions than the Byway, such as the group, Operation ReachOut Southwest, in Baltimore City (OROSW). This group's strategic plan includes proposed improvements to the appearance of Frederick Avenue and other efforts to improve the specific issue areas in the neighborhood: Education, Economic Development, Health, Physical Planning, Crime and Grime, Youth and Seniors. They are serving as a local sponsor for a grant proposal to enhance Frederick Avenue submitted by the City of Baltimore to MTA. There are a number of mutual benefits that can be achieved through this type of coordination – including improving chances for funding. Representatives of related nonprofit groups will be encouraged to participate in the National Road Corridor Partnership through service on an Advisory Council and participating in the activities of subcommittees.



## Comprehensive Planning

As plans are updated (including open space and historic preservation elements) efforts should be made to insert language and policies that reference the Maryland Historic National Road Corridor Partnership Plan, including the implementation of preservation and enhancement actions. The best approach to accomplishing this is to first assign a Partnership or CAG member to monitor each jurisdiction's comprehensive plan activities, and work with County planners to incorporate appropriate language. As a backup, the Maryland Department of Planning reviews all plans and can provide comments directly regarding the incorporation of National Road friendly policies. See Chapter 5, starting on page 5-3 for recommended priorities.

## Formation of Subcommittees

In order to accomplish all of the necessary coordination and implementation efforts, this plan recommends that the Partnership form subcommittees to establish clear responsibilities for each implementation and coordination effort. Each subcommittee should have a minimum of one person from each County and City along the route. The recommended subcommittee structure includes:

- Preservation (Heritage Areas, Comprehensive Plans);
- Enhancement (Visitor Guideways, Neighborhood Conservation);
- Wayside Development/Interpretation (Greenways, Scenic Byways);  
and
- Marketing and Promotion (Tourism Development, Events).

The intent of the subcommittees is not to create more layers of red tape, but to simplify the coordination efforts and make clear the assignments. Subcommittees may be able to meet more frequently and will have an easier time with more specific areas of responsibility.

